

1. Introduction and Background

1.1 Introduction

Moray Council is committed to ensuring the effective and sustainable provision of leisure assets for the benefit of its diverse communities. The Council believe that high-quality, accessible leisure facilities play a crucial role in promoting public health, fostering community engagement, and enhancing the quality of life for all residents.

1.2 Background

In response to evolving demographics, lifestyle trends, community needs and financial challenges, Moray Council recognises the pressing need for a detailed review of their leisure assets. The Council are also mindful of the broader context of environmental sustainability, social equity, and financial viability that underpins their responsibility towards the public estate.

The Council's leisure portfolio includes a diverse range of assets from parks and sports facilities to community centres and schools. Moray also has sports and leisure assets operated by other non-Council organisations. All of these facilities serve as vital social infrastructure in Moray , enhancing the physical and mental well-being of our residents, stimulating local economies, and defining the character of our communities.

The Council is now seeking external expertise to conduct a comprehensive Leisure Assets Review. The intent is to establish a robust evidence base to guide their strategic planning, investment decisions, and management practices concerning leisure assets.

The review will encompass several crucial areas, including but not limited to: inventory and condition assessment, usage and demand analysis, financial performance, socioeconomic and environmental impacts, user satisfaction and needs, benchmarking against similar provision elsewhere, asset accessibility, gap analysis, technological opportunities, and strategic prioritisation.

The Council have invited consultants to approach this review with a spirit of innovation, embracing new ideas, and emerging trends in leisure asset management. The insights and recommendations generated through the project will be instrumental in shaping the future direction of leisure asset provision in Moray , aligning with Council broader goals of health, well-being, social inclusion, and environmental sustainability.

The review's dependencies include the national, local and sporting strategy and policy context.

This review's scope encompasses:

- Assets managed and operated by Moray Council
- Schools, including primary, secondary and school/community hubs
- Private Sector and other provision
- Community centres/halls
- Club Facilities

Through this review, the Council aim to ensure the optimal utilisation of its resources and provide a strategic direction for future service needs, balancing aspirations with affordability and sustainability.

Project Description and Scope

The core aim of this project is to conduct a thorough review of the existing leisure estate operated by Moray Council and other providers. The goal is to ensure that these facilities are being optimally utilised and align seamlessly with future service needs.

The primary output of this review will be a robust leisure asset plan. This plan will incorporate recommendations for strategic investments and disinvestments, and broader improvements to the leisure facilities operated by the Council.

The scope of the review will include the following considerations:

- An examination of future service needs based on current usage data, wider market conditions, and customer trends.
- An exploration of current and prospective resource constraints, as well as opportunities for enhancing business efficiency and improvement. This includes potential disinvestment, property rationalisation, and community asset transfer.
- Exploration of wider opportunities to optimise the use of other parts of the public estate to meet service needs and align with Moray Council's wider corporate priorities. This may involve co-location with other services and facilities.
- Analysis of other relevant leisure facilities provided by private entities, third parties, or others.

Upon completion of the review, we will deliver:

- Recommendations for the future use of leisure facilities and wider property assets. These recommendations will be geared towards meeting future service needs and supporting wider corporate priorities.

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This project will provide a comprehensive, data-driven approach to strategically manage Moray Council's leisure assets, ensuring they deliver maximum benefit to the community both now and in the future.